



MEDIA RELEASE...

TTT LAUNCHES 2010/2011 MARKETING PLAN

Malanda 10 June 2010...A new marketing plan about to be adopted by Tropical Tablelands Tourism has the potential to see the region become an iconic destination in the vein of the Hunter Valley or the Margaret River, according to TTT Chairman Michael Trout.

“The plan unites the region under a tourism marketing banner like nothing previously undertaken,” said Michael Trout. “We’ve consulted the Tablelands Regional Council, Tourism Tropical North Queensland, Tourism Queensland and many other major stakeholders to ensure there is consensus and that all of industry can be collectively involved.”

“From the plan, we will apply leverage to ensure significant uptake of the strategies it sets out to grow the region as a self drive destination and also attract international visitation by aiding willing operators to become market ready in this respect. The plan is a launching pad to a vision which will see the Tablelands grow into itself and become a sought after destination in its own right in the way of the Hunter Valley or the Margaret River regions. It’s the first time a plan such as this has been adopted and we are encouraging buy in from members for campaigns to present the region as a stand alone destination,” said Michael Trout.

Prepared by TTT board director Michael Nelson of Etch Marketing, the plan sets out the activity in which not only TTT will be actively promoting tourism to the region, but also states unequivocally exactly how the region will be marketed, to whom the region will be marketed to and how these activities can be accessed by the membership of TTT. “The focus is on assisting operators - whether that be enabling them to become market ready to engage with the international tourism distribution networks, or leverage off agri-tourism, key regional events and recreational activities,” said Michael Nelson. “We have prepared an operating budget of around \$200,000 and this is achievable with existing income matched with operator support.”

Tourism Queensland regional director Jeff Gillies said the Atherton Tablelands had a high level of potential as a tourism destination and the plan presented a ‘practical and back to basics approach to destination marketing’.

“People travel the globe in search of experiences like our food trails, waterfalls, lakes and here they are, in abundance, just outside of Cairns,” he said. “The regional destination message of TNQ has been long dominated by the reef and rainforest and unfortunately it has become a case of markets becoming overly familiar with these options. There’s so much more to our region that will encourage visitors to stay longer or come back again and again. The TTT marketing plan is unique for its simplicity and focus. It clearly identifies the key experiences and outlines a way forward for the region in engaging with partners to attract visitors. This plan should form the platform for a sustained positioning of the region for the years ahead so as to avoid the issue of shifting focus and fragmented planning.”

The marketing plan is available to all membership levels of Tropical Tablelands Tourism. “We would urge any business benefiting from tourism related revenue to become a TTT member. The economic benefits of tourism to the regional economy are multi-tiered - everyone benefits whether they are retirees or schoolchildren,” said Michael Trout. For more information, contact Tropical Tablelands Tourism at office@athertontablelands.com.au.

The TTT marketing plan will be launched on Friday 11 June at 11.00am at Nerada Tea Visitor Centre, Malanda, by the TTT Board of Directors. In attendance will be Tourism Queensland Director Jeff Gillies, Tourism Tropical North Queensland CEO Rob Gaison, TRC Mayor Tom Gilmore and Paul Fagg from DEEDI.

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